2041603665

Dave's - Region 5 Rollout
Out-of-Home
Scenario 2 - Tier I

COST BY MARKET

	#30 SHEETS	BULLETINS	TRANSIT	GRAND TOTAL	
TIER 1 MARKET					
SPOKANE					
Spokane, WA	$40.3	$25.2	$0.0	$65.5	
Billings, MT	$37.8	$37.8	$0.0	$75.6	
Boise, ID	$32.8	$9.8	$0.0	$42.6	
Great Falls, MT	$31.6	$27.0	$0.0	$58.6	
Idaho Falls, ID	$7.9	$0.0	$0.0	$7.9	
Missoula, MT	$25.7	$0.0	$0.0	$25.7	
Pocatello, ID	$7.5	$0.0	$0.0	$7.5	
Butte, MT	$16.0	$0.0	$0.0	$16.0	
Kalispell, MT	$8.1	$0.0	$0.0	$8.1	
Helena, MT*	$16.0	$0.0	$0.0	$16.0	
Yakima, WA *	$32.9	$0.0	$0.0	$32.9	
Glendive, MT **	$8.1	$0.0	$0.0	$8.1	
SALT LAKE CITY					
Salt Lake City, UT	$0.0	$0.0	$0.0	$0.0	(Does Not Accept Tobacco)
Las Vegas, NV	$64.2	$60.0	$84.0	$208.2	
PHOENIX					
Phoenix, AZ	$212.6	$102.0	$0.0	$314.6	
Tucson, AZ	$75.2	$34.0	$0.0	$109.2	
Yuma, AZ	$23.7	$0.0	$0.0	$23.7	
Flagstaff, AZ **	$0.0	$0.0	$0.0	$0.0	(No Out-Of-Home Advertising)
SAN DIEGO					
San Diego, CA	$190.5	$131.6	$38.1	$360.2	
Palm Springs, CA *	$40.0	$53.2	$0.0	$93.2	
TIER 1 TOTALS 1996 (+ 8%)	$940.6	$519.0	$131.9	$1,591.5	

Source: https://www.industrydocuments.ucsf.edu/docs/ryby0004

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Dave's Region 5 Rollout
Out-of-Home
Scenario I - Tier 2

COST BY MARKET

TIER 2 MARKET	30'S SHEET	BULLETINS	TRANSIT	GRAND TOTAL	
ALASKA					
	$0.0	$0.0	$0.0	$0.0	(No OOH Available)
SACRAMENTO					
Sacramento, CA					
Chico, CA	$127.0	$98.7	$0.0	$225.7	
Redding-Red Bluff, CA	$28.8	$0.0	$0.0	$28.8	
Reno, CA	$19.4	$0.0	$0.0	$19.4	
Stockton, CA	$32.6	$15.4	$0.0	$48.0	
	$55.0	$12.6	$0.0	$67.6	
FRESNO					
Fresno, CA					
Bakersfield, CA	$45.9	$36.0	$0.0	$81.9	
	$80.2	$0.0	$0.0	$80.2	
Tier II Total 1996 (+8%)	$420.0	$175.7	$0.0	$595.7	

Source: https://www.industrydocuments.ucsf.edu/docs/ryby0004

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Philip Morris
Dave's Region 5 Rollout
Out-of-Home
Tier 3

COST BY MARKET

TIER 3 MARKET	30'S SHEET	BULLETINS	TRANSIT	GRAND TOTAL
LOS ANGELES				
Los Angeles, CA	$0.0	$0.0	$0.0	$0.0
Palmdale/Lanchster, CA	$0.0	$0.0	$0.0	$0.0
San Francisco				
San Francisco/Oakland, CA	$0.0	$0.0	$0.0	$0.0
San Jose, CA				
Eureka,CA	$0.0	$0.0	$0.0	$0.0
Monterey/Salinas Valley, CA	$0.0	$0.0	$0.0	$0.0
TOTAL TIER III	$0.0	$0.0	$0.0	$0.0

Source: https://www.industrydocuments.ucsf.edu/docs/ryby0004

DAVE'S REGION 5
ROLLOUT YEAR 1
NEWSPAPERS

7/7/95

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LOCATION	NEWSPAPER	CIRC.	TOTALS
SPOKANE			
Spokesman Review		123,574	$12,531.06
Billings, MT	Gazette	54,695	$7,575.53
Boise, ID	Idaho Statesman	64,335	$8,028.90
Great Falls, MT	Tribune	34,471	$4,721.40
Idaho Falls, ID	Port Register	29,438	$2,830.91
Missoula, MT	Missoulian	30,434	$4,723.34
Pocatello, ID	Idaho State Journal	16,609	$2,581.29
Butte, MT	Montana Standard	15,901	$3,899.03
Kalispell, MT	Inter Lake	16,000	$2,041.43
Helena, MT	Independent Record	13,833	$2,850.26
Yakima, WA	Herald Republic	41,633	$5,089.05
Glendive, MT	N/A	0	$0.00
SALT LAKE CITY			
Salt Lake City, UT *	Tribune	125,037	$7,759.35
Las Vegas, NV	Review - Journal Sun	140,863	$12,809.70
PHOENIX			
Phoenix, AZ	Republic Gazette	362,199	$26,316.00
Tucson, AZ	Star	140,849	$14,566.68
Yuma, AZ	Sun	16,613	$3,432.24
Flagstaff, AZ	Arizona Sun	12,973	$2,173.01
SAN DIEGO			
San Diego, CA	Union Tribune	372,466	$19,783.44
Palm Springs, CA	Desert Sun	44,448	$5,299.56
SACRAMENTO			
Sacramento, CA	Bee	275,696	$21,759.57
Chico, CA	Enterprise-Record	29,439	$3,507.84
Redding, CA	Record Searchlight	37,106	$4,111.88
Red Bluff, CA	News	8,207	$2,033.69
Reno, NV	N/A	0	$0.00
Stockton, CA	Record	53,170	$7,006.64
FRESNO			
Fresno, CA	Bee	150,438	$16,873.20
Bakersfield, CA	Californian	75,721	$9,450.00

7-7TIER.XLS1

LOS ANGELES

Source: https://www.industrydocuments.ucsf.edu/docs/ryby0004

DAVE'S REGION 5
ROLLOUT YEAR 1
NEWSPAPERS

7/7/95

2041603669

LOCATION	NEWSPAPER	CIRC.	TOTALS
Los Angeles, CA	LA Times	1,062,202	$64,790.25
Palmdale/Lancaster, CA	Valley Press	21,828	$3,921.60
Orange County, CA	Register	353,779	$18,447.00
SAN FRANCISCO			
San Francisco, CA	Chronicle/Examiner	509,548	$35,604.00
Oakland, CA	Tribune	79,959	$10,054.26
San Jose, CA	Mercury News	284,841	$14,441.93
Eureka, CA	Times Standard	22,094	$3,294.27
Monterey, CA	County Herald	35,342	$5,237.19
Salinas Valley, CA	Californian	22,884	$4,713.66
ALASKA			
Anchorage, AK	News	71,549	$9,809.10
Juneau, AK	Empire	7,504	$2,646.00
Fairbanks, AK	News Miner	17,793	$2,800.98

* Deseret News does not accept tobacco advertising.

TOTALS	4,775,471	$389,515.19
TOTAL "A" COUNTY		$198,658.04
TOTAL "B,C" COUNTY		$190,857.15
TOTAL NEWSPAPERS		$389,515.19

7-7TIER.XLS2

Source: https://www.industrydocuments.ucsf.edu/docs/ryby0004